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List of 1931 Books on Advertising, Marketing, and Related Subjects

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100 - ADVERTISING ANTHOLOGIES

101 Harvard Advertising Awards - 1930. New York: McGraw-Hill Book Co. $2.50.
102 Lay-out of Advertisements, by Reginald H. W. Cox. New York: Isaac Pitman & Sons. $3.00.
103 Modern Poster Annual, Volume 8 - 1932. New York: A. Broun. $5.00.
104 Modern Publicity - 1931. New York: William Edwin Rudge. Paper, $3.00; cloth, $4.50.
105 Tenth Annual of Advertising Art. New York: Book Service Co. $6.00.
106 300 Effective Advertisements, compiled by Daniel Starch. Cambridge, Mass.: Daniel Starch and Staff. $10.00.

200 - ADVERTISING ART AND LAYOUT

(See also Advertising Anthologies)

201 Art in Advertising, by E. W. Twining, and Dorothy E. M. Holdich. New York: Isaac Pitman & Sons. $7.50.
202 Commercial Art and Design, by Ray J. Matasek. New York: Bruce Publishing Co. $3.50.
203 Illustrative Photography in Advertising, by Leonard A. Williams. San Francisco: Camera Craft Publishing Co. $3.00.
204 Modern Brush Lettering, by Harold Holland Day. Cincinnati: Signs of the Times Publishing Co.
205 Modern Lettering, by R. E. Cote. New York: Bruce Publishing Co. $1.25.

300 - ADVERTISING AND MARKETING IN SPECIFIC FIELDS

301 Advertising Real Estate, by Lloyd D. Herrold. New York: McGraw-Hill Book Co. $4.00.
302 Agricultural Marketing, by Henry F. Holtzclaw. New York: Ronald Press Co. $3.50.
303 Commodity Marketing, by Ralph F. Breyer. New York: McGraw-Hill Book Co. $4.00.
304 Co-operative Marketing of Livestock. Washington: Brookings Institution. $3.50.
305 Marketing Airplanes, by Charles I. Gragg, and Malcom P. McNair. (Harvard Business Reports #10) New York: McGraw-Hill Book Co. $5.00.
306 Marketing of Cotton, by A. B. Cox. New York: D. C. Heath and Co.
307 Marketing of Wool, by A. F. DuPlessis. New York: Isaac Pitman & Sons. $3.75.
308 Merchandising of Drug Products, by Paul C. Olson. New York: D. Appleton & Co. $2.50.

SEE also 802

400 - ADVERTISING AND MARKETING MANAGEMENT

401 The Advertising Appropriation, by A. E. Haase. New York: Harper & Brothers. $3.50.

402 Attitude of the Public Toward Direct Selling, by Paul S. Keiser. Philadelphia: Temple Univ. $2.00.

403 Handbook of Business Administration, edited by W. J. Donald. New York: McGraw-Hill Book Co. $7.00.

404 More Profits from Advertising, by Kenneth M. Goode and Carroll Rheinstrom. New York: Harper & Brothers. $3.50.

405 Principles of Business, by Charles W. Gerstenberg. Revised edition. New York: Prentice-Hall. $5.00.

406 Vertical Cooperative Advertising, by Lawrence C. Lockley. New York: McGraw-Hill Book Co. $3.00.

SEE also 1904

500 - ADVERTISING AND MARKETING PERSONNEL

501 Journalistic Vocations, by Charles Elkins Rogers. New York: D. Appleton & Co. $2.50.

502 University Education for Business, by James H. S. Bossard, and J. Frederic Dewhurst. Philadelphia: Univ. of Pennsylvania Press. $5.00.

600 - ADVERTISING AND MARKETING SURVEYS

601 Magazine Circulations - Qualitative Analysis by Incomes of Readers. New York: American Assn. of Advertising Agencies. $10.00.

SEE also 801, 803, 1306, 1308, 1905, 2208

700 - ADVERTISING COPY

701 Advertising Copy - How to Make It Pull, by Robert Ruxton. Chicago: Dartnell Corp. $3.75.

SEE also 2003

800 - ADVERTISING MEDIA

801 Magazine Circulations - Analysis of Overlapping, by Daniel Starch. New York: American Assn. of Advertising Agencies. $25.00.

802 Publication and Advertising Agency Problems, by Albert Jerome Slomanson. New York: Lloyd Publishing Co. $4.50.

803 St. Louis Newspaper Reader Survey, by Daniel Starch. New York: American Assn. of Advertising Agencies. $10.00.

SEE also 601, 1904

900 - ADVERTISING PRINCIPLES

(See also Advertising and Marketing Management)

901 Advertising, Its Economics, Philosophy and Technique, by Herbert W. Hess. Philadelphia: J. B. Lippincott Co. $5.00.

902 Facts and Fetishes in Advertising, by E. T. Gundlach. Chicago: Consolidated Book Publishers. $5.00.

903 Introduction to Advertising, by Arthur J. Brewster, and Herbert H. Palmer. Revised edition. New York: McGraw-Hill Book Co. $2.00.

904 Understanding Advertising, by Raymond Hawley, and James Barton Zabin. New York: Gregg Publishing Co.

SEE also 105

1000 - ADVERTISING PSYCHOLOGY

1001 Psychology of Advertising and Theory and Practice, by Walter Dill Scott and D. T. Howard. Revised edition. New York: Dodd, Mead & Co. $3.50.

1100 - BIOGRAPHY

1101 Mr. Miller of "The Times", by F. Fraser Bond. New York: Charles Scribner's Sons. $3.00.

1102 J. C. Penney, by Robert W. Bruere. New York: Harper & Brothers. $3.00.

1103 Phantom Fame, by Harry Reichenbach (as told to David Freedman). New York: Simon & Schuster. $2.50.

1104 Who's Who in Advertising, edited by J. L. Rogers. New York: Harper & Brothers. $7.50.

1200 - BUSINESS CORRESPONDENCE

(See also Sales Letter Writing)

1201 Art of Writing Business Letters, by Matthais Adam Shaaber. New York: Houghton Mifflin Co. $2.00.

1202 Correspondence Supervision, by S. R. Stauffer. Minneapolis, Minn.: Published by the Author. $5.00.

1203 Letters - the Wings of Business, by S. R. Stauffer. Revised edition. Minneapolis, Minn.: Published by the Author. $7.50.

1300 - CHAIN STORES

1301 Abolition of Poverty, by Harrison Earl Fryberger. New York: Advance Publishing Co.

1302 America Chained, by Montaville Flowers. Pasadena, Calif.: Montaville Flowers Publicists.

1303 Chain Store Distribution and Management, by William Joseph Baxter. 2nd edition. New York: Harper & Brothers. $5.00.

1304 Chain Stores, compiled by Daniel Bloomfield. New York: H. W. Wilson Co. 90 cents.

1305 Challenge of Chain Store Distribution, by M. M. Zimmerman. New York: Harper & Brothers. $5.00.

1306 Expenses and Profits in the Chain Grocery Business in 1929, by Malcolm P. McNair. (Bulletin #84) Boston: Harvard Univ., Bureau of Business Research. $2.50.

1307 Man Management in Chain Stores, by Harold R. Barnett. New York: Harper & Brothers. $3.50.

1308 Operating Results of Shoe Chains in 1929, by Carl N. Schmalz. (Bulletin #86) Boston: Harvard Univ., Bureau of Business Research. $2.50.

1400 - ECONOMICS OF ADVERTISING AND MARKETING

1401 Advertising as a Stabilizing Force in Business, by Alfred T. Falk. (Bureau of Research Bulletin #5, 1931 Series) New York: Advertising Federation of America. 50 cents.

1402 Advertising-the Accelerator of Civilization, by Alfred T. Falk. (Bureau of Research Bulletin #3, 1931 Series) New York: Advertising Federation of America. 50 cents.

1403 Does Advertising Pay Its Own Bill? by Alfred T. Falk. (Bureau of Research Bulletin #1, 1931 Series) New York: Advertising Federation of America. 50 cents.

1404 Economic Values of Advertising, by Alfred T. Falk. (Reprint of Bureau of Research Bulletins #1, 3, and 5, 1931 Series) New York: Advertising Federation of America. $1.00.

1405 Effect of Commission System on Advertising Agencies, by William J. Reilly. New York: Published by the Author. $2.50.

1406 Ethical Problems of Modern Advertising. New York: Ronald Press Co. $2.00.

1407 Policy and Ethics in Business, by Carl F. Taeusch. New York: McGraw-Hill Book Co. $5.00.

SEE also 402, 901, 902, 1702, 2221

1500 - INCOME AND PURCHASING POWER

1501 Wages in the United States, 1914-1930. New York: National Industrial Conference Board. $3.00.

SEE also 601

1600 - INSTALMENT SELLING

1601 Financial Problems of Instalment Selling, by Otto Carl Lorenz. New York: McGraw-Hill Book Co. $4.00.

1700 - LAW ON ADVERTISING AND MARKETING

1701 Law of Cooperative Marketing Associations, by John Hanna. New York: Ronald Press Co. $7.00.

1702 Price Control in the Public Interest, by Nelso B. Gaskill. New York: Sales Management. $5.00.

1800 - MARKETING PRINCIPLES

1801 Marketing Principles, by John Freeman Pyle. New York: McGraw-Hill Book Co. $4.00.

1802 Problems in Marketing, by Melvin T. Copeland. 4th edition. New York: McGraw-Hill Book Co. $5.00.

1900 - MARKETING RESEARCH

1901 How to Interview, by B. V. Moore and W. V. Bingham. New York: Harper & Brothers. $4.00.

1902 Law of Retail Gravitation, by William J. Reilly. New York: Published by the Author. $10.00.

1903 Manual on Research and Reports, edited by the Committee on Research of the Amos Tuck School of Administration and Finance, Dartmouth College. Baltimore: Williams & Wilkins Co. $1.25.

1904 Marketing Research Technique, by Percival White. New York: Harper & Brothers. $4.00.

1905 Population and Its Distribution, edited by J. Walter Thompson Co. New York: Harper & Brothers. $10.00.

SEE also 402

2000 - RADIO

2001 Broadcast Advertising, by Frank A. Arnold. New York: John Wiley & Sons. $3.00.

2002 Radio in Advertising, by Orrin E. Dunlap, Jr. New York: Harper & Brothers. $5.00.

2003 Radio Writing, by Peter Dixon. New York: Century Co. $2.50.

2100 - RETAIL ADVERTISING

2101 Retail Advertising, by Amos Parrish and Burt MacBride. Revised edition. New York: Alexander Hamilton Institute. $2.00. Sold only to educational institutions of collegiate rank.

2200 - RETAILING

(See also Retail Advertising)

2201 Buyers Manual. 2nd edition. New York: National Retail Dry Goods Assn. $3.00.

2202 Color and Line in Dress, by Laurene Hempstead. New York: Prentice-Hall. $4.00.

2203 Delivery Year Book. New York: National Retail Dry Goods Assn. $5.00.

2204 Department Stores, by Boris Emmet. Stanford University, Calif.: Stanford Univ. Press. $4.00.

2205 Manual of Retail Terms, by John W. Wingate. New York: Prentice-Hall. $5.00.

2206 Merchandise Control Manual. New York: National Retail Dry Goods Assn. $3.00.

2207 Merchandise Training in Glove, Shoe and Handbag Departments. New York: National Retail Dry Goods Assn. $2.00.

2208 Operating Results of Department and Specialty Stores in 1930, by Carl N. Schmalz. (Bulletin #85) Boston: Harvard Univ. Bureau of Business Research. $5.00.

2209 Organization of Training Departments. New York: National Retail Dry Goods Assn. $2.50.

2210 Problems in Retail Merchandising, by John W. Wingate and Elmer O. Schaller. New York: Prentice-Hall. $1.00.

2211 Problems in Retail Store Management, by Malcolm P. McNair and Charles I. Gragg. New York: McGraw-Hill Book Co. $6.00.

2212 Profit Principles of Retailing, by Harold B. Wess. New York: McGraw-Hill Book Co. $2.50.

2213 Retail Management, by Cunliffe L. Bolling. New York: Isaac Pitman & Sons. $4.50.

2214 Seven Keys to Retail Profits, by Clyde O. Bedell. New York: McGraw-Hill Book Co. $3.50.

2215 Simplification of Wrapping and Packing Supplies. New York: National Retail Dry Goods Assn. $2.00.

2216 Store Management, by Norris A. Brisco. New York: Prentice-Hall. $2.50.

2217 Study of Shopping Reports as an Evaluation of Training. New York: National Retail Dry Goods Assn. $1.50.

2200 - RETAILING (Continued)

2218 Survey of Retailing Practices. Two volumes. Chicago: Dartnell Corp. $6.75.

2219 Training Contingents. New York: National Retail Dry Goods Assn. $2.50.

2220 Workman Manual. New York: National Retail Dry Goods Assn. $2.50.

2221 Why I Don't Sell Substitutes, by Charles C. Casey. Chicago: Dartnell Corp. $1.85.

SEE also 1702

2300 - SALES LETTER WRITING

(See also Business Correspondence)

2301 Making Your Sales Letters Pay, by N. R. Wood. Lafayette, Ind.: Roger Wood Industries, Inc. $1.00.

2302 Robert Collier Letter Book, by Robert Collier. New York: McGraw-Hill Book Co. $5.00.

2303 There Is This about Letters, edited by H. L. Gerding. St. Louis: Gerding Publishing Co. $3.00.

2400 - SALESMANSHIP AND SALES MANAGEMENT

2401 Me, Triumphant; by Jack Klein. New York: B. C. Forbes Publishing Co. $2.00.

2402 Modern Selling, by Charles Henry Fernald. New York: Prentice-Hall. $1.60.

2403 The New Salesmanship, by George H. Read. Chicago: Associated Authors Service. $1.00.

2404 Principles of Selling, by H. K. Nixon. New York: McGraw-Hill Book Co. $2.50.

2405 Problems in Sales Management, by Harry R. Tosdal. Third edition. New York: McGraw-Hill Book Co. $6.00.

2406 Self Management in Selling, by D. R. Osborne, New York: Harper & Brothers. $3.50.

2407 Short Cuts for Salesmen, by Jack Klein. New York: B. C. Forbes Publishing Co. $2.00.

2408 Training for More Sales, by Charles C. Knights. New York: Isaac Pitman & Sons. $1.50.

SEE also 802

2500 - TYPOGRAPHY AND PRINTING

2501 Advertising and Its Mechanical Production, by Carl Richard Greer. New York: Thomas Y. Crowell Co. $5.00.

2502 Advertising Type Combinations, by Arthur C. Arnold and Robert H. Powers. Detroit: Dragon Press. $3.00.

2503 Art and Practice of Typography, by E. G. Gress. New York: Harper & Brothers. $15.00.

2504 Printers' Marks and Their Meaning, by Douglas C. McMurtrie. Chicago: Eyncourt Press. $1.50.

2505 Printing Types of the World, by Alfred Bastien, and G. J. Freshwater. New York: Isaac Pitman & Sons. $4.50.

2600 - WINDOW AND STORE DISPLAY

2601 Art of Window Display, edited by H. Ashford Down. New York: Isaac Pitman & Sons. $6.00.

2602 Window Display for Profit, by William H. Leahy. New York: Harper & Brothers. $5.00.

2700 - DIRECTORIES AND REFERENCE BOOKS

2701 Agency List of the Standard Advertising Register. New York: National Register Publishing Co. $10.00, single issue.

2702 Critchfield Digest of Merchandising and Advertising Information. Chicago: Critchfield and Co. $2.00.

2703 Dartnell Mailing List Handbook, edited by John Cameron Aspley. Chicago: Dartnell Corp. $2.50.

2704 Directory of Newspapers and Periodicals - 1931. Philadelphia: N. W. Ayer & Sons. Cloth, $15.00; imitation leather, thin paper, $20.00.

2705 Handbook of Commercial and Financial Services. New York: Special Libraries Assn. $2.00.

2706 International Year Book. New York: Editor and Publisher Co. $4.00, including Market Guide and subscription to weekly.

2707 Market Data Book, edited by G. D. Crain, Chicago: Class & Industrial Marketing. $2.00, including subscription to monthly.

2708 Market Guide. New York: Editor and Publisher Co. $4.00, including International Year Book and Subscription to weekly.

2709 Standard Advertising Register. New York: National Register Publishing Co. $25.00, single issue.

2710 Study of All American Markets. Chicago: Major Market Newspapers. $15.00.

2711 Survey of Spending Power. New York: Sales Management. $4.00, including subscription to semi-monthly.

SEE also 1104, 2804

2800 - MISCELLANEOUS

2801 Dublin Letters, by Lee Harriman. New York: Ives Washburn. $2.50.
2802 Magazine Making, by John Bakeless. New York: Viking Press. $3.00.
2803 The Nemesis of American Business, by Stuart Chase. New York: Macmillan Co. $2.00.
2804 Survey of Collegiate Instruction in Marketing and Advertising, 1929-30, edited by Alfred T. Falk. (Bureau of Research Bulletin #6, 1931 Series) New York: Advertising Federation of America. $2.50.
2805 A Treatise of Commerce, by John Wheeler, edited by George Burton Hotchkiss. New York: New York Univ. Press. $6.00.

2900 - READING LISTS AND BIBLIOGRAPHIES

2901 Books for the Advertising Man - List of 1930 Books on Advertising, Marketing, and Related Subjects. (Bureau of Research Bulletin #2, 1931 Series) New York: Advertising Federation of America. 50 cents.
2902 Books for the Advertising Man - Reviews of 1930 Books on Advertising, Marketing, and Related Subjects, chiefly by Fred Tyarks. (Bureau of Research Bulletin #4, 1931 Series) New York: Advertising Federation of America. 50 cents.
2903 Business Information and Its Sources, compiled by Marian C. Manley. Newark: The Public Library. $1.00.

SECTION II

ALPHABETICAL LIST OF AUTHORS

Individual books are designated by key numbers following each author's name. All books are listed in Section I in numerical order, according to key numbers.

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Handbook of Commercial and Financial Services (2705)
Harvard Advertising Awards - 1930 (101)
International Year Book (2706)
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Merchandise Training in Glove, Shoe and Handbag Departments (2207)
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Modern Publicity - 1931 (104)
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Study of Shopping Reports as an Evaluation of Training (2217)
Survey of Retailing Practices (2218)
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